



Dealers say —
The new Gardeneer
has sure-fire
sales appeal!

Customers say —
How can we resist
such a low-cost
work saver?

Announcing the NEW improved **MILCOR Gardeneer** **PICK-UP CART**

**A year-round profit item you can count on
to step up store traffic and speed turnover**

**Dozens of uses make
dozens of sales . . .**



In the Home —
Hauling groceries,
laundry
sod, leaves
rakings, etc.

On the Farm —
Hauling feed
and grain,
tools, refuse,
manure, etc.



In Nurseries —
Hauling seedlings,
sod, soil,
fertilizer, tools,
and equipment.

**In Many Other
Spots — Count-
less other uses.**



Here's an old favorite
with a new look — a
proved profit-maker with
more appeal than ever. It's
the famous Milcor cart in
a new model which has been
re-named the Gardeneer.

New, Improved Design

The fluted sides of its smart new styling
add eye-appeal — and extra strength.
New wheel design and solid tires in-
crease its load-bearing capacity. And its
all-purpose appeal is stronger than ever!

Here are features of the new Gardeneer
that make it a natural work-saver for
hauling tasks in any home, plant, ware-

house, garage, greenhouse, store, shop, etc.

● It holds a lot! Takes several bushel-
basketfuls in one load.

● It's easy to use! Balanced for easy
handling; all the weight rests on the
two wheels. For loading or unloading,
you just tip the front to the ground.

● It stands hard knocks! Constructed of
sturdy, heavy-gauge sheet steel.

● It's easy on lawns and floors! Large
wheels carry wide rubber tires.

Naturally, you want to cash in on the
wide market for the new Gardeneer.
Keep a full stock of this natural sales-
builder on hand at all times. Write for
free literature and dealer helps.

INLAND STEEL PRODUCTS COMPANY

FORMERLY MILCOR  STEEL COMPANY

MILWAUKEE 1, WISCONSIN

Baltimore 24, Md. • Buffalo 11, N. Y. • Chicago 9, Ill. • Cincinnati 25, Ohio
Cleveland 14, Ohio • Detroit 2, Mich. • Kansas City 8, Mo. • Los Angeles 23, Calif.
New York 22, N. Y. • Rochester 9, N. Y. • St. Louis 10, Mo.

Mention Hardware Age When Writing